

## **For Immediate Release –**

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## **Grand Prix Rider Candice King Wins Arenus Performance and Conditioning Award at HITS-on-the-Hudson**

*Saugerties, NY (September 2, 2010)* – Grand Prix rider Candice King, who made her debut on the American Grand Prix Association (AGA) circuit when she was only 19, added the Arenus Performance and Conditioning Award to her resume during week six of HITS-on-the-Hudson's Summer Show series. Arenus, a premier provider of innovative health and nutritional products for pets and horses, features the ASSURE<sup>®</sup>, STEADFAST<sup>®</sup>, EQUILITE<sup>™</sup>, SORE NO-MORE<sup>®</sup>, ALEIRA<sup>™</sup> and RELEIRA<sup>™</sup> product families.

King, of Wellington, Florida, earned the award thanks to her many accomplishments at HITS aboard her mounts Carlsson Vom Dach, Skara Glen's Davos and Toronto. King was appreciative of the win and said she has always been a fan of SORE NO-MORE. "I really like SORE NO-MORE because it is an all-natural product. I use it on my horses following every grand prix they compete in," King said.

King's long and accomplished career includes competing in 13 Nations Cups and becoming the first U.S. rider since Mary Chapot's 1968 victory to win the 2001 Queen Elizabeth II Cup at the Royal International Horse Show at Hickstead. King also still holds the AGA record for placing first through fourth in the Merrill Lynch Cleveland Grand Prix in 2002.

King was pleased with her winning tote bag from Arenus, which included an assortment of Arenus products including ASSURE, STEADFAST, EQUILITE, ALEIRA, RELEIRA and SORE NO-MORE products. King said she is looking forward to trying the ASSURE products on two of her horses. ASSURE<sup>®</sup> GUARD is an innovative digestive supplement designed to help horses cope better with lifestyle stresses like competition, training and feed changes. ASSURE GUARD uses Arenus's exclusive GST<sup>®</sup> technology, a blend of direct-fed microbials including prebiotics, probiotics, enzymes and a highly bioavailable source of chelated Zinc to support proper hindgut motility and stomach pH.

Throughout the HITS show circuits, which includes HITS Thermal, HITS Ocala and HITS Saugerties Horse Shows, Arenus presents an Arenus Performance and Conditioning Award to a horse, barn or trainer based on their horse's exceptional performance and level of conditioning. The winner is chosen by a team of independent judges.

HITS, Inc. produces high-quality, international-level hunter/jumper horse shows. Based in upstate New York in the village of Saugerties, HITS has been producing shows since 1982 and is now a nationwide company with world-class circuits in California, Florida, Arizona, New York and Virginia. In 2010, HITS will take the industry to new heights when it hosts the Pfizer \$1 Million Grand Prix in Saugerties on September 12.

### **About Arenus**

Arenus is a premier provider of innovative health and nutrition products for pets and horses. Arenus is a growing division within Novus Nutrition Brands, a global company dedicated to Health and Nutrition Through Science™. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit [www.arenus.com](http://www.arenus.com).

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*Photo: Grand Prix rider Candice King won the Arenus Performance and Conditioning Award during week six of the HITS-on-the-Hudson Summer show, in Saugerties, New York. King holds her winning tote bag from Arenus, a premier provider of innovative health and nutritional products for pets and horses. (Photo courtesy of HITS-on-the-Hudson)*